

CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Authorize City Manager To Execute A Contract With Lodi-Tokay Rotary For The Lodi Kids New Year Night (\$15,000) (CM)

MEETING DATE: September 5, 2001

PREPARED BY: Community Promotions Coordinator

RECOMMENDED ACTION: That the City Council authorize the City Manager to execute a contract with Lodi-Tokay Rotary for the Lodi Kids New Year Night in the amount of \$15,000. The event is scheduled for December 31, 2001 from 4:00 p.m. to 7:30 p.m.

BACKGROUND INFORMATION: The first year-end event was called "Millennium Kids' Night Out." It was designed and produced in cooperation with the City of Lodi, the Year 2000 Steering Committee, and WhyteHouse Productions.

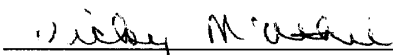
The event focused on kids' rides, bounces, and activities and a beautiful fireworks display at the end of the evening. Our best estimation is that close to 4,000 people attended the inaugural event.

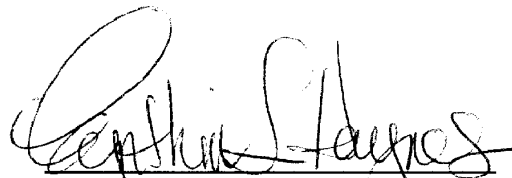
In light of the fact that the second Lodi Kids New Year Night event was so well received, we propose to create a similar event this year. The purpose and intent of the event shall remain the same as the one established by the Year 2000 Steering Committee: to design and produce an event that focuses on kids; an event that is free to attend and that most of the activities are free. The activities will include: a beautiful fireworks display, children's games, rides, bounces, activities, and prizes.

Dorean Rice has offered her time and talent to be the driving force and inspiration behind this event. A steering committee has been formed, comprised of members of Lodi's Rotary Club members. These individuals will control the direction of the event while seeking advice, comments, and suggestions from City of Lodi residents and the Downtown Lodi Business Partnership (DLBP).

WhyteHouse Productions, a Lodi special event production company, will be hired to produce the event.

FUNDING: \$15,000.00 – Community Promotions.


Vicky McAthie, Finance Director


Cynthia L. Haynes
Community Promotions Coordinator

CLH/jmp

Cc: City Manager
Finance Director

APPROVED: _____


H. Dixon Flynn -- City Manager

LODI



Kids New Year Night

Business Plan & Budget Proposal

Background of the Event

Year 2000 Committee

In 1998 the Mayor and Council Members of the City of Lodi appointed several local residents to serve on the "Year 2000" Committee. The purpose of the committee was multi faceted and existed approximately one and one half years.

One of the responsibilities of the committee was to design and produce a special event to celebrate the coming of the year 2000. Committee members Alice Reimche and Dorean Rice chaired the event. The Mayor and City Council stipulated several criteria for this event. The event must...

1. be designed for kids
2. be free for those who attend
3. be FUN
4. reflect positively on the City of Lodi and Lodi residents
5. be a celebration of good will

Lodi New Year's Eve 1999 & 2000

Review

1999

The first year event was called "Millennium Kids Night Out" and was held on December 31, 1999. It was designed and produced in cooperation between the City of Lodi, the Year 2000 Committee and WhyteHouse Productions of Lodi.

The event focused on kids rides, bounces, and activities and a beautiful fireworks display at the end of the evening.

Kids were treated to hot chocolate and little toys that were purchased with event funds and many donated by local businesses.

2000

The Second Annual Lodi New's Eve was held on December 31, 2000 from 4pm to 7:30pm. The Lodi Tokay Rotary Club took on the event as a community service project. Volunteers required to staff the event were recruited from Lodi Tokay Rotary Club and several other non-profit organizations.

Once again the event was focused on kids and featured rides, bounces, giant slide, train, games, live strolling music, a DJ with many raffle prizes, hot chocolate and an awe inspiring aerial fireworks show. The event was free to all Lodi area residents and drew rave reviews from all present.

Marketing & Advertising 2000

Display advertising was purchased in the Lodi News Sentinel and the paper donated one ad for each ad purchased. Editorial was obtained in The Record, Lodi News Sentinel, Sacramento Bee and Modesto Bee.

Posters were printed and posted in the downtown Lodi business district and various places around Lodi.

Planning for Lodi New Year's Eve 2000

The planning of the event occurred in the following manner...

1. Dorean Rice and WhyteHouse Productions – design, logistics, production.
2. City of Lodi department leaders – took on rolls related to their job responsibilities. It should be noted that the department leaders with the City of Lodi were extraordinarily accommodating.
3. Cynthia Haynes, with the City of Lodi, was the liaison between the Downtown Merchants and the event. She met with Downtown Lodi Business Partnership director Lew Van Buskirk several times to keep him apprised of event plans and to encourage the DLBP members to participate in the event. A meeting was held by Cynthia Haynes and Steve Whyte with the purpose to directly inform the downtown merchants of the event's plans.

Second Year Financials

The Lodi Kids New Year Night was kept within budget. The city of Lodi funded the event with a \$15,000 donation. An additional \$4,300 was from several local businesses.

The two major expenses of the event were for the kids rides, bounces and games and the fireworks display.

Below is the final financial outcome of the event for 2000.

DESCRIPTION	Budget	Actual	Description
INCOME			
Admission	\$0.00		Free to all ages
Beverage	\$0.00		No sales
Booth Sales & Vendor Income	\$1,000.00		10 vendors at \$100 each
Utilities	\$0.00		No sales
City of Lodi - Sponsor	\$15,000.00	\$15,000.00	Sponsorship - same as 1999
Merchandise Sales	\$0.00		No sales
Event Food Sales	\$0.00		No sales
Other Sponsors	\$5,000.00		Local businesses
Lodi Electric Utility		\$1,000.00	
Katzakian Williams & Sherman		\$1,000.00	
Diede Construction		\$1,000.00	
Walmart		\$100.00	
Lodi Tokay Rotary		\$500.00	
Farmers & Merchants		\$500.00	
Shared Network Services		\$200.00	
TOTAL INCOME	\$21,000.00	\$19,300.00	Total Revenue

EXPENSES

Advertising Expense	\$800.00	\$523.80 Display Advertising, flyers
Beverage Expense	\$347.00	\$300.00 Hot Chocolate
Vendor Expense	\$78.00	\$87.00 Health Department permit fee
Children's Games & Rides	\$6,200.00	\$5,998.00 Games, rides, activities
Face Painters	\$300.00	\$300.00 Free face painting for everyone
Balloon Artists	\$300.00	\$150.00 Free balloons for everyone
Clowns	\$300.00	\$50.00 Strolling clowns
Boom Boom Productions	\$5,500.00	\$5,400.00 Fireworks at end of evening
Utilities Expense - On Site	\$0.00	No expense anticipated
Sponsor Expense	\$0.00	No expense anticipated
Merchandise Expense	\$1,200.00	\$689.75 Free gifts for children
Food Sales Expense		No expense anticipated
Rental Expense - Port-o-lets	\$600.00	\$510.00 Increase portolets from 1999
Entertainment Expense		
DJ	\$300.00	\$300.00 James Greable
Tapestry	\$300.00	\$300.00 Musicians
Activity Expense	\$525.00	Activity TBD
Parking & Shuttle Expense		
Event Food Sales Expense		
General Expense & Rentals		\$431.45 Tents, supplies
Site Expenses - Misc.	\$125.00	\$125.00 Riser
Office Expense (postage, print, etc)	\$75.00	\$85.00 Miscellaneous office expense
Volunteer Donation - Clean up	\$550.00	\$550.00 Last Chance donation to clean site
TOTAL EXPENSES	\$17,500.00	\$15,800.00 Total Expenses
WhyteHouse Productions	\$3,500.00	\$3,500.00 Management Production Cost
TOTAL EVENT EXPENSES	\$21,000.00	\$19,300.00
Balance	\$0.00	\$0.00

Review

Our best estimation is that close to 5,000 people attended the Lodi Kids New Year's Eve in 2000.

From all indications, the event was well received by all that attended the event – children and adults alike.

- 1) The children's games and activities were fun, clean, safe and staffed by competent people.
- 2) There was lots to entertain the kids and to maintain their attention
- 3) The Christian DJ did a great job and single handedly obtained over 40 donations of merchandise that was distributed to kids through a free give away at the DJ stage.
- 4) The fireworks show exceeded virtually everyone's expectations. The company that produced the fireworks show is Boom Boom Productions, the same company that produces the Oooh Ahhh Festival (July 4th) fireworks

show. Their licensed pyrotechnician, Randy Linkmeyer, is a local Lodi resident.

- 5) The toys that we purchased and that were donated by General Mills and hot chocolate were passed out to the kids (adults had hot chocolate also). Many people seemed surprised that these were all part of the event and they were free. The Mardi Gras beaded necklaces were a huge hit.
- 6) The City of Lodi department employees were extremely helpful, which helped to make the event run smoothly.

Lodi New Year's Eve 2001

The Event

In light of the fact that the Lodi New Year's Eve 2000 was so well received, it is the hope that the Lodi City Council and the City of Lodi will endorse and sponsor this great family event again in the year 2001.

Date and Time

This year's event will be held on December 31, 2001 from 4:00pm to 7:30pm.

The Purpose

The purpose and intent of the event shall remain the same as the one established by the Year 2000 Committee –

- 1) Design and produce an event that focuses on kids.
- 2) An event that is wholesome, safe and fun.
- 3) An event that is alcohol free.
- 4) An event that is free to attend and that most of the activities are free.
- 5) An event that showcases the City of Lodi and the downtown business district.
- 6) Encourage downtown restaurants and merchants to bring their food and merchandise onto the sidewalks.

Organization

Dorean Rice has offered her talent and time to be the driving force and inspiration behind this event - with support of the Lodi Tokay Rotary Club.

A steering committee will be formed, comprised of members of Lodi's Rotary Club members. These people will control the direction of the event while seeking advice, comment and suggestions from the City of Lodi and residents.

WhyteHouse Productions, a Lodi special event production company will be hired by Lodi Tokay Rotary Club to produce the event.

Financial Budget

The following is a proposed budget for Lodi New Year's Eve 2001.

DESCRIPTION	Budget	Actual	Description
INCOME			
Admission	\$0.00		Free to all ages
Beverage	\$0.00		No sales
Booth Sales & Vendor Income	\$300.00		3 vendors at \$100 each
Utilities	\$0.00		No sales
City of Lodi - Sponsor	\$15,000.00		Sponsorship - same as 1999
Merchandise Sales	\$0.00		No sales
Event Food Sales	\$0.00		No sales
Other Sponsors	\$5,000.00		Local businesses
TOTAL INCOME	\$20,300.00		Total Revenue
EXPENSES			
Advertising Expense	\$700.00		Display Advertising, flyers
Beverage Expense	\$300.00		Hot Chocolate
Vendor Expense	\$90.00		Health Department permit fee
Children's Games & Rides	\$6,000.00		Games, rides, activities
Face Painters	\$400.00		Free face painting for everyone
Balloon Artists	\$300.00		Free balloons for everyone
Clowns	\$300.00		Strolling clowns
Boom Boom Productions	\$5,500.00		Fireworks at end of evening
Utilities Expense - On Site	\$0.00		No expense anticipated
Sponsor Expense	\$0.00		No expense anticipated
Merchandise Expense	\$750.00		Free gifts for children
Food Sales Expense			No expense anticipated
Rental Expense - Port-o-lets	\$600.00		Increase portolets from 1999
Entertainment	\$800.00		Strolling and other
Parking & Shuttle Expense			
Event Food Sales Expense			
General Expense & Rentals	\$360.00		Tents & supplies
Site Expenses - Misc.	\$150.00		Riser
Office Expense (postage, print, etc)	\$50.00		Miscellaneous office expense
Volunteer Donation - Clean up	\$500.00		Last Chance donation to clean site
TOTAL EXPENSES	\$16,800.00		Total Expenses
WhyteHouse Productions	\$3,500.00		Management Production Cost
TOTAL EVENT EXPENSES	\$20,300.00		
Balance	\$0.00		

The 2001 budget remains almost identical to the 2000 budget

Key Areas to Focus on for 2001

- 1) Focus on trash collection – Last Chance of Stockton will once again pick up trash after the event. Cal Waste will again be asked to contribute totter cans and a dumpster
- 2) Allow adequate time to set up – establish road closure at 12:00 noon to allow the event to set up.
- 3) Spread out the event more – with the increased crowd size, more room is needed. The event will use more of School Street and Pine Street than it did in 2000.

- 4) Work with the City of Lodi and Fire Marshall to locate an appropriate site to fire the fireworks (the parking garage now stands on the site that we used in the past two years).
- 5) Market the event to downtown merchants. Encourage the restaurants and coffeehouses to remain open during the event. Offer free space to them to sell food to the public attending the event.
- 6) Recruit a small handful of independent vendors to sell food and merchandise at the event.
- 7) Provide more strolling musicians that can entertain adults as well as the kids.

Final Comments

This is a wonderful event that everyone in the City of Lodi can be proud of. Initially designed as a one time event to celebrate the coming of the new millennium, this event so impressed the people who attended, that it only makes sense to make this an annual event. What a great treat to the kids of Lodi.

The members of Lodi Tokay Rotary Club are superb custodians of the event, ensuring that the original intent is maintained and that the quality of the event remain at its highest level.

The City of Lodi is encouraged to participate as the title sponsor again in the year 2001 as well as other companies in Lodi. Together, this event will be a shining example of what a great place the City of Lodi really is.